Story Maps: *A new tool for data visualization and information dissemination*
Jamie Velkoverh, US Geological Survey's Wisconsin Internet Mapping (WiM) group

Interactive web applications are a robust tool for visualizing spatial data, and when incorporated with narrative and multi-media using ESRI Story Maps, they become a powerful mechanism to engage an audience in the story of the science. Story Maps can be used to supplement fact sheets, journal articles and technical reports. The Wisconsin Internet Mapping (WiM) group of the Wisconsin Water Science Center designs, develops, and hosts interactive mapping applications and geospatial tools in support of the USGS mission. Although predominantly federal, WiM's customers and cooperators also include state and international government organizations. ESRI makes available through a Department of the Interior Enterprise License Agreement the use of their ArcGIS Online products including Web App Builder and Story Maps. This talk includes an overview of current WiM interactive mapping projects, and focuses on how to incorporate USGS science into Story Maps, including examples of USGS Story Map products, potential uses, design philosophies, time and cost considerations, approval processes, and hosting and maintenance. She presented a talk on Story Maps at the plenary session of the ESRI Federal GIS Conference in February. The video can be viewed here.